

Television Script

Date: 03/20/02

Client: Centers for Medicare & Medicaid Services

Medium: Television "Information Channel"

Length: :30 Spanish

As Recorded: 07/11/02

Spot #: CMS-ICTV-S30

Visual: Cut to an elderly woman sitting at a bus stop. (Camera POV we will shoot from behind) As the woman is sitting there she has a thought.

Female VO: No entiendo mi plan de Medicare. ¿A quién puedo llamar para obtener más información?

Visual: As the elderly woman is sitting there the bus approaches. On the side of the bus we will see 1-800-MEDICARE.

Visual: Woman enters the bus.

Visual: Cut to bus leaving.

Visual: Cut to elderly woman sitting in the bus. (Camera POV again is from behind the woman) Woman then has another thought.

Female VO: ¿Qué es lo que cubre Medicare y a quién llamo para obtener más información?

Visual: Elderly woman approaches her home. Walk up the stairs.

Visual: She retrieves her mail. The first piece of mail will be a postcard with 1-800-MEDICARE & on it.

Visual: We then see all three of our talent dialing 1-800-MEDICARE & on the phone.

Visual: This is where the woman is revealed. She turns toward the camera (C/U shot).

Female VO: Gracias nosotros llamamos. ¿Por qué no llama usted?

Visual: Camera card with CMS logo, 1-800-MEDICARE and www.medicare.gov

Annncr VO: Llame gratis al 1-800-Medicare o 1-800-633-4227. Pregunte. Infórmese. Medicare.
Ayúdese con nuestra ayuda.